LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 374—(EL VANISHO)—Req. No. 51484—⅓ page—(3⅝ x 10 in.)—4/c—Woman's Day & Family Circle, 1977 (A)
Printed in U.S.A.

Enjoy smoking longer without smoking more.

Rich, full-flavored Saratoga 120's give you extra smoking time and extra smoking pleasure. And they cost no more than 100's.

Saratoga 120's

© Philip Morris Inc. 1977
16 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Dec.'76

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

2061192339

Source: https://www.industrydocuments.ucsf.edu/docs/jlfp0003

2061192339